

Message Text

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ACTION EUR-12

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P R 170947Z AUG 78
FM AMEMBASSY PARIS
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 6188

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E.O. 11652: N/A
TAGS: BEXP, FR
SUBJECT: USIMC EXHIBITION AT COMPOSANTS, APRIL 2-7, 1979

REF: (A) USDOC 14327; (B) PARIS TC-238; (C) FIELD/
COHEN TELCON OF AUGUST 7

1. SUMMARY: THIS CABLE PROVIDES INITIAL DETAILED
RESPONSES TO QUESTIONS POSED IN REFTEL RE COMPOSANTS
TRADE SHOW. WE BELIEVE THAT SOLUTIONS CAN BE FOUND FOR
TECHNICAL PROBLEMS AND THAT ACCEPTABLE SPACE CAN BE
NEGOTIATED ALTHOUGH REASONABLE FLEXIBILITY WILL BE
REQUIRED ON SOME U.S. DESIDERATA. WITH REFERENCE TO
POINT RAISED IN LAST SENTENCE OF REFTEL, WE ARE
PROCEEDING VIGOROUSLY TO IMPLEMENT TRANSITION

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FROM TRADE CENTER TO INTERNATIONAL MARKETING CENTER
OPERATIONS. WE ASSUME PER CONSISTENT ASSURANCES FROM
USDOC THAT THE DECISION TO CREATE A PARIS-BASED IMC IS
FIRM AND THAT WE HAVE FULL COMMITMENT RE BACKSTOPPING.
IF WASHINGTON HAS ANY BASIC QUESTIONS, EMBASSY WOULD
APPRECIATE BEING CONSULTED SOONEST IN VIEW OF POLICY
AND OPERATIONAL IMPLICATIONS. END SUMMARY

2. IMC AND COMAFF CONTINUING WITH ATTEMPTS TO
RECONCILE WASHINGTON'S CONCERN OVER LOCATION U.S.
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PAVILION AT COMPOSANTS '79 AND TO CLARIFY TECHNICAL
QUESTIONS OF DISPLAY SYSTEM. COMMISSAIRE GENERAL
BOISSINOT AND OTHER EXECUTIVE OFFICERS OF COMPOSANTS
ARE STILL OUT OF PARIS ON VACATION AND NONE OF THESE
MATTERS CAN BE RESOLVED UNTIL THEIR RETURN. HOWEVER,
ON AUGUST 11 THE IMC DIRECTOR AND DEPUTY DIRECTOR
TOGETHER WITH DEPUTY COMMERCIAL ATTACHE HOLBROOK AND

COMMERCIAL ADVISOR GRYNKORN VISITED PORTE DE VERSAILLES WITH MR. IMBERT, ASSISTANT TO MR. DELAPOYADE, SECRETAIRE GENERAL OF COMPOSANTS. THE TOUR OF THE FACILITY CONFIRMED OBSERVATIONS MADE IN PARIS TC-238 REGARDING ACCEPTABILITY OF THE ASSIGNED AREA. CONTRARY TO RECOLLECTIONS OF USDOC TEAM MEMBER OF COMPOSANTS '74, THIS SITE HAS ALWAYS BEEN AN EXHIBITION AREA INSIDE HALL 1. ADDITIONALLY, IT WAS CONFIRMED THAT THERE IS A MAJOR PUBLIC ENTRY IMMEDIATELY ADJACENT TO THIS AREA FROM PUBLIC PARKING BEHIND THE BUILDING AND THE PARKING FLOORS ABOVE. THERE IS ALSO A BAR AT AISLES A/10-12, WHICH SHOULD ADD TO THE VISITOR TRAFFIC FLOW PAST THE PROPOSED U.S. PAVILION SITE.

3. AS STATED BY PARIS IN TELCON AND TELEX COMMUNICATIONS WITH DOC OVER PAST MONTHS, THERE ARE ELECTRONIC INDUSTRY PRODUCTION AND TEST EQUIPMENT (E.I.P.T.) DISPLAYS PLANNED WITHIN THE STANDS OF MAJOR FIRMS IN HALL 1. ALTHOUGH THE PROPOSED SITE OF THE U.S. PAVILION IS FAR FROM THE BRIDGEWAY LINKING HALLS 1 AND 2, IT HAS TO BE ASSUMED THAT THE COMPONENT AND EQUIPMENT MIXTURE OF DISPLAYS IN HALL 1 ENCOURAGE E.I.P.T. BUYERS TO SHOP BOTH HALLS.

4. FOLLOWING COUNTRY MARKETING MANAGER FIELD'S DIS-

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CUSSIONS OF LOCATION REQUIREMENTS IN HALL 1 WITH BOISSINOT DURING MARCH TRIP, IMC ADVISED OIM THAT BOISSINOT SUBSEQUENTLY INFORMED IMC NO SPACE WAS AVAILABLE IN THAT HALL. FOLLOWUP CONTACTS BY IMC AND COMAFF STAFF PRODUCED OFFER OF SPACE IN HALL 3, WHICH WAS DEEMED UNACCEPTABLE, AND FINALLY THE PRESENT OFFERED LOCATION IN HALL 1. OIM CAN BE ASSURED THAT THIS ISSUE WILL BE DISCUSSED AGAIN LATER THIS MONTH WHEN IMC DIRECTOR MEETS WITH BOISSINOT TO NEGOTIATE THE NEED FOR ADDITIONAL SPACE.

5. WITH REGARD TO SPECIFIC POINTS REQUESTED TO BE CLARIFIED IN REFTEL, PARAGRAPH 5, INC HAS DETERMINED:

(A) BASIC RENTAL INCLUDES WALLS SHOWN IN FAIR BROCHURE.

(B) CEILING HEIGHT IN HALL AT PROPOSED U.S. PAVILION LOCATION IS 12 METERS, COMPOSANTS STAND GRID CEILING HEIGHT IS 2.55 METERS HEIGHT, BUT IMC INTENDS TO NEGOTIATE BETTER UNDERSTANDING AS SOON AS QUESTION OF SPACE NEEDS AND LOCATION ARE SETTLED.

(C) STANCHIONS IN COMPOSANTS BOOTHS CAN BE

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RELOCATED IN 1.5 METER INCREMENTS, WHICH WOULD STILL
CREATE PROBLEM OF FITTING UNRESTRICTED 3X4 METER BOOTHS
WITHIN STANDARD 12 METER FACADE. IMC, HOWEVER, IS
EXPLORING USE OF GLAHE SYSTEM AS SUBSTITUTE FOR
COMPOSANTS STANDARD BOOTH FRAMEWORK, WITH ADAPTORS TO
SUPPORT STANDARD HEADER FACADE ON TOP OF GLAHE PARTI-
TIONS.

(D) IMC CAN SUPPLY 120 STACKING CHAIRS.

(E) CARPETING IS PROVIDED ON THE STANDARD PLAT-
FORM AS PART OF THE BASIC RENTAL.

6. OIM MUST UNDERSTAND THAT THE RESOLUTION OF REMAINING
PROBLEMS, INCLUDING APPROVAL OF THE PROPOSAL IN PARA-
GRAPH 4 (A) AND THE QUESTION OF MISCELLANEOUS CHARGES,
CANNOT BE NEGOTIATED UNTIL THE RETURN FROM THEIR ANNUAL
AUGUST VACATIONS OF THE RESPONSIBLE COMPOSANTS OFFICIALS.
THIS HIATUS MAY BE INCONVENIENT, BUT IT CANNOT BE
WORKED AROUND.

7. WITH REFERENCE TO THE CONCLUDING PARAGRAPH OF
REFTEL, THE IMC WILL CONTINUE, AS IT HAS IN THE PAST, TO
MAKE EVERY EFFORT TO SOLVE OUTSTANDING PROBLEMS TO THE
DEPARTMENT'S SATISFACTION. WE ARE FULLY AWARE OF AND
SYMPATHETIC WITH THE PROGRAM'S INTEREST IN OBTAINING THE
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BEST CONDITIONS OF PARTICIPATION POSSIBLE FOR U.S. EXHIBITORS. THE DEPARTMENT SHOULD UNDERSTAND, HOWEVER, THAT THE POST IS WORKING WITHIN CONSTRAINTS OVER WHICH IT HAS LITTLE CONTROL AND ON WHICH IT HAS ONLY MODEST LEVERAGE. IN THE CASE OF THE SHOWS MENTIONED REFTEL -- SIMA, PARIS BOAT SHOW AND COMPOSANTS -- THE POST HAS MADE A MAXIMUM EFFORT AND USED GOODWILL BUILT UP OVER THE YEARS TO SECURE IMC PARTICIPATION ON WHAT WE CONSIDER, IF NOT IDEAL, AT LEAST ACCEPTABLE TERMS. IN EACH CASE THE FAIR AUTHORITIES HAVE MADE CONCESSIONS TO THEIR OWN RULES AND PRACTICES TO ACCOMMODATE THE IMC AND THE REQUIREMENTS OF THE IMC PROGRAM. IF THE IMC IS TO PROSPER IN THE FRENCH CLIMATE, IT WILL HAVE TO MAINTAIN GOOD, LONG-TERM WORKING RELATIONSHIPS WITH THE FAIR AUTHORITIES AND PARTICIPATE IN THEIR KEY SHOWS. THIS WILL REQUIRE FLEXIBILITY ON OUR PART SINCE THE CIRCUMSTANCES OF PARTICIPATION FOR EACH SHOW, ESPECIALLY THE IMPORTANT ONES, MAY BE DIFFERENT AND DO NOT NECESSARILY A

ACCOMMODATE THE IMC'S IDEAL NEEDS. THE EMBASSY HAS A STRONG INTEREST IN SEEING THE IMC CARRY ON THE TRADITION OF SUCCESS ESTABLISHED BY THE TRADE CENTER. TO DO SO WE MAY AT TIMES HAVE TO COMPROMISE, UNDER THE BEST CONDITIONS OBTAINABLE OF COURSE, WITH THE PRACTICES OF A GIVEN SHOW WHEN THEY DO NOT ACCORD TO OUR PREFERENCES. FOR THE ABOVE REASONS, AND IN VIEW OF THE CONSISTENT ASSURANCES WE HAVE RECEIVED FROM RECENT VISITORS FROM THE COMMERCE DEPARTMENT THAT THE DECISION TO PROCEED WITH IMC IS FIRM, WE ARE CONCERNED ABOUT THE LAST SENTENCE OF REFTEL WHICH STATES THAT THE VIABILITY OF IMC COULD, INDEED, BE IN QUESTION. WE ARE PROCEEDING VIGOROUSLY WITH THE PROGRAM AS A MAJOR PART OF USG ECONOMIC/COMMERCIAL EFFORT IN FRANCE AND UNCLASSIFIED

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ASSUME WE HAVE FULL COMMITMENT RE BACKSTOPPING. IF WASHINGTON HAS FURTHER QUESTIONS, EMBASSY WOULD APPRECIATE BEING CONSULTED PROMPTLY. EMBASSY REMAINS CONVINCED THAT IMC WILL BENEFIT IMPORTANT US INTERESTS AND THAT A CONSISTENT, LONG-TERM APPROACH TO MARKET DEVELOPMENT IS MOST LIKELY TO PAY OFF. HARTMAN

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